



5. An apparatus as claimed in Claim 4, wherein the terminal locator is further operable to identify said second, different network type from said request.
- 5 6. An apparatus as claimed in Claim 4 or Claim 5, wherein the terminal locator is further operable to determine a source of said request.
7. An apparatus as claimed in any one of Claims 4 to 6, further including a router connectable to a plurality of transmitters and operable to deliver the content to the suitable transmitter.
- 10 8. A terminal for use with a first multi-transmitter broadcast network, including a receiver operable to receive content transmitted by a selected one of a plurality of transmitters of the first network and a further transmitter connected to a second network from which the first network derives information relating to the location of the further transmitter to facilitate selection of the one transmitter.
- 15 9. A terminal as claimed in Claim 8, wherein the further transmitter provides a back channel to send a request for specific content to the first network.
- 20 10. A terminal as claimed in Claim 8 or Claim 9, wherein the further transmitter is included in a mobile station interfaced with the terminal.
- 25 11. A system for delivering content to a mobile terminal comprising a first broadcast network having a plurality of transmitters, and at least one terminal, the terminal having a receiver for receiving content from the first network, and in proximity thereto a further transmitter connected to a second network from which the first network derives information relating to the location of the further transmitter, wherein the selection of a transmitter to deliver content to the terminal is made in accordance with the location information.
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12. A system as claimed in Claim 11, wherein the further transmitter is integrated with the terminal.
- 5 13. A system as claimed in Claim 11 or Claim 12, wherein the second network is a public land mobile network.
14. A system as claimed in Claim 13, wherein the location information is derived from a Home Location Register of the public land mobile network.
- 10 15. A system as claimed in Claim 13, wherein the location information is derived by base station triangulation.
16. A system as claimed in any one of Claims 11, 12 or 13, wherein the further transmitter provides location information.
- 15 17. A system as claimed in Claim 16, wherein the location information is obtained from a global positioning system receiver.
- 20 18. A method of delivering content using a selected transmitter of a first broadcast network to a first terminal in proximity to a second terminal in a second network comprises deriving location information relating to the second terminal from the second network and utilising that information in the selection of a suitable transmitter.
- 25 19. A method as claimed in Claim 18, wherein the location information is derived by consulting a Home Location Register of the second network.
20. A method as claimed in Claim 18, wherein the location information is derived from co-ordinates transmitted by the second terminal.
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